R E P O R T R E S U M E S

ED 014 032 AC 001 564

TELEVISION AND RADIO IN ADULT EDUCATION, NUMBER 1. CURRENT INFORMATION SOURCES.

SYRACUSE UNIV., N.Y., ERIC CLEARINGHOUSE ON ADULT

PUB DATE NOV 67

EDRS PRICE MF-$0.25 HC-$0.84 19P.

DESCRIPTORS- *ANNOTATED BIBLIOGRAPHIES, *ADULT EDUCATION, *ADULT EDUCATION PROGRAMS, *EDUCATIONAL RADIO, *EDUCATIONAL TELEVISION, DEVELOPING NATIONS, INFORMATION SOURCES, INFORMATION NEEDS, INSTRUCTIONAL TELEVISION, MASS MEDIA, LEGAL PROBLEMS, PUBLIC TELEVISION, MEDIA TECHNOLOGY, WOMENS EDUCATION, PUBLIC AFFAIRS EDUCATION, LANGUAGE INSTRUCTION, FOREIGN COUNTRIES, INSTRUCTIONAL TECHNOLOGY, COMMUNICATION SATELLITES,

AN ANNOTATED BIBLIOGRAPHY CONTAINS 32 INDEXED ITEMS, MOSTLY WITH ABSTRACTS, ON ASPECTS OF EDUCATIONAL AND INSTRUCTIONAL RADIO AND TELEVISION, PARTICULARLY VIEWING HABITS, MOTIVATION, PUBLIC TELEVISION, MEDIA TECHNOLOGY (INCLUDING COMMUNICATION SATELLITES), INFORMATION DISSEMINATION AND PATTERNS OF INFORMATION SEEKING, THE USE OF CORRESFONDENCE STUDY AND LISTENING OR VIEWING GROUPS IN CONJUNCTION WITH BROADCAST MEDIA, THE TEACHING OF FOREIGN LANGUAGES, AND APPLICATION TO WOMEN'S EDUCATION AND OTHER SPECIAL AREAS OF NEED IN DEVELOPING COUNTRIES. A COMPARATIVE STUDY OF EDUCATIONAL TELEVISION IN CANADA, CZECHOSLOVAKIA, AND JAPAN IS INCLUDED. (LY)

ED014032

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

ERIC CLEARINGHOUSE ON ADULT EDUCATION

TELEVISION AND RADIO IN ADULT EDUCATION, #1

CURRENT INFORMATION SOURCES

AC001 564

ERIC CLEARINGHOUSE ON ADULT EDUCATION

107 RONEY LANE | SYRACUSE, NEW YORK 13210

SPONSORED BY THE LIBRARY OF CONTINUING EDUCATION OF SYRACUSE UNIVERSITY AND THE EDUCATIONAL RESOURCES INFORMATION CENTER OF THE U. S. OFFICE OF EDUCATION

MR. ROGER DECROW, DIRECTOR | MISS DIANA J. IRONSIDE, ASSOCIATE DIRECTOR

The research reported herein was performed pursuant to a contract with the Office of Education of the U. S. Department of Health, Education and Welfare. Contractors undertaking such projects under Government sponsorship are encouraged to express freely their professional judgment in the conduct of the Project. Points of view or opinions stated do not, therefore, necessarily represent official Office of Education position or policy.

Television and Radio in Adult Education, #1 : Current Information Sources is another in a series of Current Information Sources on various aspects of adult education published by the ERIC Clearinghouse on Adult Education.

Periodically, supplements will be made available as other relevant documents are processed. Eventually, each series will constitute a significant ongoing annotated bibliography on a specific topic.

We hope that the usefulness of these publications will prompt more users to send us copies of their studies and other important reference information to improve our services.

November 1967

NOTE ON THE AVAILABILITY OF DOCUMENTS

Documents with an EDRS number (e.g. ED 010 246) are obtainable from the ERIC DOCUMENT REPRODUCTION SERVICE (EDRS), Bell and Howell Co., 1700 Shaw Ave., Cleveland, Ohio 44112. For example, "EDRS Price MF-$0.18 HC-$3.52" indicates that the relevant document may be obtained from EDRS in microfiche (MF) for 18 cents, or for $3.52 in printed out hard copy(HC).

A microfiche is a sheet of 4" x 6" film containing microimages of the pages of the document--as many as sixty pages of document per fiche--and costs just 9 cents from EDRS. In order to read microfiche one must have access to a microfiche reader. "Hard copy" prints consist of black and white 6" x 8" pages, bound in soft covers and available at 4 cents per page. Payment to EDRS must accompany orders totaling less than $5. Add a special handling charge of 50 cents to orders totaling less than $3. Add your applicable local state sales tax or submit tax exemption certificate.

Orders from EDRS must designate documents by the code number appearing at the upper left hand corner of the citation.

All other documents must be obtained from the indicated original source. If it is impossible to obtain a document from the originating source, help may be requested from the ERIC Clearinghouse on Adult Education.

Abstracts of reports and other documents from the 18 ERIC Clearinghouses appear in Research in Education, a monthly publication of the Office of Education, U.S. Department of Health, Education, and Welfare, Government Printing Office, Washington, D. C. 20402. Domestic, $11.00 a year; Foreign, $2.75 additional.

AC 001 155 C A BRIEF HISTORY OF EDUCATIONAL TELEVISION IN THE UNITED STATES, WITH EMPHASIS ON THE DEVELOPMENT OF NATIONAL EDUCATIONAL TELEVISION AND THE CONCEPT OF PUBLIC TELEVISION. National Educational Television, New York. Jun 67 22p.

TERMS: *educational television, historical reviews, public television, NET,

See also AC 001 111 JE, an article based on this document.

AC 001 111JE THE NATIONAL EDUCATIONAL TELEVISION NETWORK, CASE HISTORY OF AN ADULT EDUCATION ORGANIZATION (IN Adult education, 17(3)/134-151, Spr 1967). Carlson, Robert A. . 67 DOCUMENT NOT AVAILABLE FROM EDRS. 20p.

TERMS: *educational television, *televised instruction, *adult education programs, financial support, broadcast

ABSTRACT: The competing interests of informal adult education and those of formal schooling have influenced the development of the National Educational Television Network (N.E.T.), as has also the struggle over the proper role of N.E.T. in the total educational TV field -- whether it was to be a national program library for local stations, a regular program service, or a full range of services similar to those offered by commercial TV networks. The struggle saw N.E.T. move from primarily an adult education organization to an educational TV network serving the total needs of the industry, all the time supported by Ford Foundation funds. Then, in 1964, N.E.T. became once more primarily an adult education organization. The Ford Foundation has been the single most powerful force shaping the development of U.S. educational TV in general and N.E.T. in particular up to the present time. (Document includes 110 notes and references) (This article appeared in Adult education, quarterly journal of the Adult Education Association of the U.S.A., 1225 19th St. N.W. Washington, D.C. 20001) (sm)

SECONDARY TERMS: industry, instructional television, historical reviews, Ford Foundation, NET,

AC 000 270JC HOW PEOPLE PERCEIVE EDUCATIONAL TELEVISION, A STUDY IN COMMUNICATION (IN Journal of social psychology, 65/259-267, 1965). Winick, Charles. 65 9p.

TERMS: *adult characteristics, *educational television, *international organizations, *labor education, *viewing habits,

AC 001 353 E AUTOMATION AND TECHNOLOGY IN EDUCATION. U.S. Congress. Joint Economic Committee. AUG 66 EDRS PRICE MF-$0.09 HC-$0.68 17p.
TERMS: *automation, *instructional technology, *educational policy, *technological advancement, educational needs, government role,

ABSTRACT: Recent developments in such technological aids as educational television, videotape, computerized instruction, microfilms, and talking typewriters, have the potential to revolutionize the American system of education, to alleviate socioeconomic ills, and to eliminate adult illiteracy. However, long-range benefits will depend greatly on basic and applied educational research, sound curriculums and administrative structures, and effective use of both teachers and advanced equipment. Therefore, educational institutions, government agencies, and manufacturers of educational "hardware" and "software" must work together to develop systems of technology geared to the genuine needs of students. (This was a report of the Subcommittee on Economic Progress of the Joint Economic Committee, to the 89th Congress, Second Session and is also available, for 10 cents, from the U.S. Government Printing Office, Washington, D.C. 20402) (1y)
SECONDARY TERMS: educational change, literacy education, systems development, teaching techniques, manpower utilization, information needs,

AC 001 426 E PUBLIC TELEVISION, A PROGRAM FOR ACTION. Report and recommendations of the Carnegie Commission on Educational Television. Carnegie Corporation of New York. JAN 67 DOCUMENT NOT AVAILABLE FROM EDRS 284p.
TERMS: *program proposals, *media technology, *financial support, *legal problems, *public television, educational television,

ABSTRACT: The report of the Carnegie Commission on Educational Television proposes a non-profit corporation for public television to receive and disburse private and government funds. It recommends increased government support of local and national program production, new facilities for live-broadcast interconnection, research and development in programing and production and in television technology, and recruitment and training of specialized talent. There should be additional enabling legislation and financing through excise taxes on television receivers. The existing system (December 1966) is outlined--sponsorship (21 school, 27 state, 35 university, and 41 community stations), sources of general programing, distribution, and financial support. Characteristics of commercial and public television and their audiences are described, and the potentials of educational television discussed. Supplementary papers also discuss legal aspects, projected long-run operating costs, and the role of the Federal Communications Commission. Financial and operating reports of education television stations, July 1965-June 1966, are presented, together with data on audience sizes and occupational and educational characteristics of listeners. Document includes 35 tables, a map, and list of ETV Stations. (This document is available from Bantam Books, New York,N.Y. 10016) (1y)
SECONDARY TERMS: federal legislation, federal aid, technological advancement, instructional television, television surveys, national programs, television research, statistical data, educational needs, networks, programers, subprofessionals, program improvement, commercial television, programing problems, Federal Communications Commission,

AC 000 502JE A YEAR OF DECISION (Address to National Association of Educational Broadcasters Convention, Kansas City, Mo., Oct 24, 1966) (IN NAEB journal, 26(1)/20-27, Jan-Feb 67). Miller, Paul A. DOCUMENT NOT AVAILABLE FROM EDRS 8p.

TERMS: *educational television, *educational radio, *community agencies (public), *social services, *networks, financial support,

ABSTRACT: We must look at the needs of our society and its citizens and ask to what extent the capacity of non-commercial broadcasting has been used to improve the condition of man. Commercial television has communicated knowledge of our social problems but the role of non-commercial media is to help to solve these problems. Educational broadcasting is not widely used by community service agencies because countrywide coverage is not provided and there are many barriers to its use created by the way it is organized, regulated, and operated. If the educational broadcasting system could provide valuable service toward improvement of society, substantial funding could be channeled into it. At present, there is spotty coverage and a mixed set of purposes--we have only one state with a statewide radio network, yet this could be of invaluable assistance to community services, especially through sub-channels to special receivers. A better understanding of telecommunications is essential for state and local administrators of health, education, and community programs. (This article appeared in the NAEB journal, published bi-monthly by the National Association of Educational Broadcasters, Urbana, Illinois 61803) (eb)

SECONDARY TERMS: community services,

AC 000 501 E WORLD WITHOUT DISTANCE (Address to NAEB convention, Kansas City, Mo., Oct 24, 1966) (IN NAEB journal, 26(1)/3-12, Jan-Feb 67). Friendly, Fred W. 67 DOCUMENT NOT AVAILABLE FROM EDRS 10p.

TERMS: *educational television, *educational radio, *costs, *communication satellites, *interagency coordination, networks,

ABSTRACT: The present system of distribution of educational television and radio programs by audio and video tape is obsolete, there should be simultaneous distribution. Three problems of educational television are that (1) commercial networks do not have enough airtime, (2) educational television does not have enough resources, financial or professional, and (3) educational television could not afford interconnection to provide simultaneous distribution. There should be a global system of satellites, which would drastically reduce costs, the savings to be applied toward funding, financing, and programing for educational television. As proposed in two models, broadcast nonprofit satellite projects one and two, 44 to 68 channels could make possible low-price interconnection for commercial networks and free interconnection for educational radio and television stations. Certain progress has already been made toward this goal--there has been dialogue about cooperative planning, our three present networks amount to a single service through similar programing, and interconnection for educational television is generally acknowledged to be eventually assured. (This article appeared in the NAEB journal, published bi-monthly by the National Association of Educational Broadcasters, Urbana, Illinois 61803) (eb)

SECONDARY TERMS: educational objectives, video tape recordings, financial support, broadcast industry, technological advancement, national plans, commercial television, United States, NET,

AC 000 503 E SUPPLEMENTAL COMMENTS OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, BEFORE THE FEDERAL COMMUNICATIONS COMMISSION (Docket 16495) (IN NAEB journal, 26(1)/35-50, Jan-Feb 67). National Association of Educational Broadcasters, Washington, D.C. 67 DOCUMENT NOT AVAILABLE FROM EDRS 18p.

TERMS: *communication satellites, *educational television, *program proposals, *public television, *financial support, costs,

ABSTRACT: In testimony before the Federal Communications Commission on establishment of domestic noncommon carrier communication satellite facilities by nongovernmental entities, the National Association of Educational Broadcasters urged creation of a nationwide, nonprofit "second service" serving as an alternative to the major commercial networks. As proposed by the Ford Foundation, this broadcasting service would encompass educational television (ETV) operations, together with other forms of telecommunication capable of making available accumulated data and knowledge, wherever located, either for instantaneous use or for storage and retrieval. Strong local stations and strong state and regional ground-based networks would be essential to the system. This satellite-aided system would greatly reduce costs and revolutionize all forms of educational broadcasting and information exchange, including ETV video tape dissemination and public school instruction. Document includes statistics on existing and anticipated ETV stations in the United States and a summary of their projected (1966-71) operating and capital needs. (The NAEB journal is published bi-monthly by the National Association of Educational Broadcasters, Urbana, Illinois) (1y)

SECONDARY TERMS: commercial television, educational objectives, financial needs, networks, statistical data, Ford Foundation, Federal Communications Commission, United States,

---

AC 000 770 E COMMENTS, AND COMMENTS AND LEGAL BRIEF, BEFORE THE FEDERAL COMMUNICATIONS COMMISSION, IN THE MATTER OF THE ESTABLISHMENT OF DOMESTIC NON-COMMON COMMUNICATIONS-SATELLITE FACILITIES BY NON- GOVERNMENTAL ENTITIES (Docket 16495) (Two volumes). Ford Foundation, New York. Ginsburg and Feldman, Washington, D.C. AUG 66 EDRS PRICE MF-$0.18 HC-$4.52 113p.

TERMS: *communication satellites, *educational television, *legal problems, *media technology, *public policy, estimated costs,

ABSTRACT: Volume I of the Ford Foundation Submission to the Federal Communications Commission states the Foundation's commitment to educational broadcasting, describes the scope, services, components, and cost of a proposed national Broadcasters' Non-profit Satellite Service (BNS), asserts the social, economic, and operational benefits of such a system, and discusses the feasibility of accommodating BNS transmission under existing restrictions on power density or even of moderating these restrictions. Volume II contains a legal brief and arguments in support of the following contentions--(1) that the Communications Act of 1934, the Communications Satellite Act of 1962, and the international communications satellite agreements made in 1965 do not preclude creation of such facilities by domestic noncommon carriers, and (2) that the national and public interest would be served by authorizing a nonprofit corporation to establish and operate such facilities for national commercial and noncommercial television. (Document includes a glossary, 10 technical charts and figures, and five tables). (1y)

SECONDARY TERMS: federal legislation, commercial television, financial policy, statistical data, administrative organization, Federal Communications Commission, United States, Ford Foundation,

AC 000 771 E PUBLIC POLICY ISSUES, REPLY LEGAL BRIEF, AND TECHNICAL AND ECONOMIC DATA, BEFORE THE FEDERAL COMMUNICATIONS COMMISSION, IN THE MATTER OF THE ESTABLISHMENT OF DOMESTIC COMMUNICATIONS SATELLITE FACILITIES BY NON-GOVERNMENTAL ENTITIES (Docket 16495) (Three vol.). Ford Foundation, New York. Ginsburg and Feldman, Washington, D.C. DEC 66 EDRS PRICE MF-$0.45 HC-$12.80 320p.

TERMS: *communication satellites, *educational television, *public policy, *legal problems, *media technology, program costs, financial policy,

ABSTRACT: The three parts of this Ford Fundation Submission provide information on broad issues of organization and public policy as they relate to satellite model systems BNS-3 and BNS-4, on legal problems of authorization and control, and on the technical characteristics, costs, and broadcast spectrum limitations of each system. Volume I outlines financial issues (potential savings and possible tax revenues), reviews the uses and implications of noncommercial and instructional television in the United States and abroad, and suggests the pattern of service to be followed in the satellite system. In Volume II, numerous legal precedents are introduced affirming FCC power to authorize such systems and the compatibility of the proposal with the public and national interest. Volume III includes background matter on common carriers and existing networks, and charts and figures on satellite transmission, microwave relay, and electromagnetic interference. The study made by IBM, of potential interference in the greater New York City area in a severe rainstorm, is included. (ly)

SECONDARY TERMS: federal legislation, administrative organization, networks, models, commercial television, instructional television, feasibility studies, financial support, statistical data, Federal Communications Commission, International Business

(over)

AC 000 772 E SUPPLEMENTAL COMMENTS, AND SUPPLEMENTAL LEGAL BRIEF, BEFORE THE FEDERAL COMMUNICATIONS COMMISSION, IN THE MATTER OF THE ESTABLISHMENT OF DOMESTIC COMMUNICATIONS SATELLITE FACILITIES BY NON-GOVERNMENTAL ENTITIES (Docket 16495) (Two Volumes). Ford Foundation, New York. Ginsburg and Feldman, Washington, D.C. APR 67 EDRS PRICE MF-$0.18 HC-$4.28 107p.

TERMS: *communication satellites, *public television, *legal problems, *administrative organization, *interagency cooperation,

ABSTRACT: Volume I of the Ford Foundation response to the original and supplemental Federal Communications Commission (FCC) notes of inquiry contains suggestions for cooperation between the proposed systems of the Corporation for Public Television (CPTV) and the Broadcasters' Nonprofit Satelite Corporation (BNSC) on structure, fiscal policy, and programing, Senate and Presidential proposals for CPTV, the President's order for a national test satellite program, the Ford Foundation statements on pertinent issues, and its recommendations for a favorable FCC policy declaration on BNSC. Testimony in Volume II, primarily a reply to objections raised in the Comsat Supplemental Brief of December 1966, asserts the power of the FCC to authorize noncommon carrier communication satellite facilities to meet specialized domestic needs, and argues that the proposed organization and operations of BNSC would not conflict with other legislation. (Volume I includes appendixes which compare and critically evaluate satellite system proposals made by the Ford Foundation, Comsat, and American Telephone and Telegraph Company.) (ly)

SECONDARY TERMS: financial policy, programing, federal legislation, public policy, experimental projects, program costs, statistical data, commercial television, Federal

(over)

AC 001 013 I ONE WEEK OF EDUCATIONAL TELEVISION, Number four, Apr 17-23, 1966. Brandeis Univ. Morse Communication Research Center. National Center for School and College Television. 66 101p.

TERMS: *educational television, *instructional television, *program descriptions, telecourses, surveys, televised instruction,

ABSTRACT: This report, the fourth since 1961, covers one week of programing by 115 educational television (ETV) stations licensed in April, 1966 and presents a measurement of their output. The main body of the report is devoted to an analysis of programing for 3 separate audiences served by ETV -- the school audience, the college-adult instruction audience, and the general audience. Under each category the amount and time pattern of broadcasting, the sources (local and outside) of programs, subjects broadcast, repeats, and live or taped transmission are reported. Information is also included on the stations themselves, a summary of findings related to changing patterns in ETV, and the methodology of the report. Detailed tables and charts are included. While the number of hours broadcast remained stable for the college-adult instruction audience, programs decreased from 14 percent of total broadcast hours in 1964 to 9 percent in 1966. Nearly half of the hours in this category could be viewed for credit, and about one quarter were broadcast into college classrooms. Programs for continuing professional education, especially for physicians, lawyers, and engineers, and for vocational training were on the rise. Programs for teachers accounted for one quarter of programing. (ja)

SECONDARY TERMS: credit courses, noncredit courses, professional continuing education, adult education, education, statistical data, tables (data),

AC 000 533 E ADULT EDUCATION AND TELEVISION, A COMPARATIVE STUDY IN CANADA, CZECHOSLOVAKIA, AND JAPAN. Groombridge, Brian, ed. National Institute of Adult Education, London (England). UNESCO, Paris (France). SEP 66 EDRS PRICE MF-$0.27 HC-$5.68 142p.

TERMS: *educational television, *comparative analysis, *adult education, *program development, telecourses, surveys, production techniques,

ABSTRACT: Studies on the educational uses and potential of television in Canada, Czechoslovakia, and Japan outline and discuss (1) the social and educational context of ETV in each nation, (2) kinds of programs and their purposes, (3) exploitation of ETV by adults, (4) research on audience characteristics and needs, and (5) forms of cooperation between television broadcasters and adult education. The Canadian report stresses (1) cooperation with universities, educators, and adult education organizations, (2) CBC objectives (e.g., greater understanding between French and English Canadians), (3) program production and scheduling, (4) staff training, (5) the impact of television on the Farm Forum and Citizens Forum series, and (6) research and planning needs. The Czechoslovakia report emphasizes (1) investigation of audience viewing patterns and reactions, (2) effective planning and production and scheduling, and (3) cooperation with other educational bodies in advisory, creative, and staff training activities. The Japanese report seeks to relate adult education and television to social needs through formal and informal courses (correspondence and women's education, etc.), general cultural and informational broadcasting, suitable production methods, and specific leadership training techniques. Case studies on the CBC series "Four Philosophers" (Canada), health education (Czechoslovakia), and women's classes (Japan) are given. Document includes editor's commentary, 4 tables, and 71 references. (National Institute of Adult Education, $4.50) (ly)

(over)

AC 000 959 I RADIO AND TELEVISION IN THE SERVICE OF EDUCATION AND DEVELOPMENT IN ASIA (Reports and papers on mass communication, 49). UNESCO, Paris (France). 67 60p.

TERMS: *educational radio, *educational television, *broadcast media, *educational needs, *developing nations, broadcast industry,

ABSTRACT: Educational broadcasting in Asia not only serves the pressing needs of primary, secondary, and higher education, but also provides for popularization of knowledge, literacy education, civic education, training and guidance of educators, rural and urban youth programs, and vocational guidance and education. A particular need is seen for national and regional training in techniques of educational broadcasting, organization and planning of programs, and program utilization by adult education leaders and other teachers. In addition to basic training at the national level, a regional institute should be created to provide advanced broadcasting courses and seminars, with emphasis on contributing to education and social development in Asia. Other major needs and recommendations concern preservice and inservice teacher training, broadening of the outlook and skills of women, improved transmission facilities, audience research, and information and program exchange among Asian nations. Document includes an appendix, review of national broadcasting structures, national statistics on radio and television receivers and on provision of adult education and school broadcasts, and a survey of recent and proposed developments in each country. (author/ly)

SECONDARY TERMS: education, adult education, interagency cooperation, teacher education, adult teaching, womens education, regional cooperation, rural development, urban extension, literacy education, surveys, vocational education, Asia,

---

AC 000 089 I TELEVISION AND SOCIAL WORK (A case history of a project in adult education, based on the BBC-2 television series, "The Social Workers", Oct 1965-Feb 1966). Hancock, Alan * Robinson, John. National Institute of Adult Education, London (England). SEP 66 42p.

TERMS: *educational television, *social work, *program descriptions, *correspondence study, investigations, participant satisfaction,

ABSTRACT: Project (The Social Workers) combined television, group study, private study, correspondence study, and practical work to provide an extensive introduction to the nature and methods of social work, principally for volunteer and part-time workers. Sixteen half-hour programs on social work and administration were broadcast on BBC-2 between October 5, 1965, and February 8, 1966. The final program considered reactions to the series. Supporting elements were -- (1) a handbook for home study and group study, (2) a network of over 200 study groups, (3) a National Extension College (Cambridge) correspondence course for 100 home students and group members, anpilot research project of the Department of Sociology, University of Exeter, emphasizing audience reaction to program presentation. Major criticisms concerned superficiality of broadcasts in discussing social work and the problems and difficulties of social workers. Criticisms reflected an unexpectedly well-informed, committed participant group, but also suggested failure of the series to attract general-interest National Extension College students. Use of study groups, correspondence study, and handbooks to supplement the broadcasts was favorably received. Project organization and production of the series are discussed. Document includes appendixes and 12 tables. (ly)

SECONDARY TERMS: participant characteristics, participation, instructional materials, statistical data, televised instruction, evaluation, group discussion, independent study, Univ. of Exeter, National Extension College, BBC,

AC 001 187 I TEACHING THROUGH TELEVISION. Wiltshire, Harold * Bayliss, Fred. National Institute of Adult Education, London (England) Nottingham. Univ. Dept. of Adult Education. 65 34p.

TERMS: *televised instruction, *correspondence study, *educational television, *adult education programs, program costs, program

ABSTRACT: A course on economics was given in the Midlands (England) in 1964, based on a series of 13 twenty-minute television programs. A handbook (a combination of textbook and workbook), postal contact, and two personal contacts with a tutor were available for an enrollment fee of ten shillings. Of the 1656 persons who enrolled for the correspondence course, 1347 were individuals who enrolled voluntarily and worked at home. If the scale of the course enlarged, the cost would equal that of normal class teaching. Some problems were encountered in attempting to teach economic theory, one of which was a lack of funds for more animated presentations. The exercises (a series of objective questions and three essay-type questions) sent in completed by the student and returned corrected with the tutor's comments were the pivot of the course because it was the effort which students put into them which transformed the viewing of the programs and the reading of the handbook into a process of education. (Three appendixes list the groups using the course, the visiting experts who took part in the television programs, and a map of the area served by the programs.) (sg)

SECONDARY TERMS: evaluation, tables (data), telecourses, England, Nottingham Univ., ATU,

AC 000 914 C A UNIVERSITY OF THE AIR (White paper presented to Parliament by command of her Majesty, Feb 1966) (Cmnd. 2922). Great Britain. Dept. of Education and Science. 66 lop.

TERMS: *credit courses, *educational radio, *educational television, *independent study, *universities, England, University of the Air,

AC 000 978 I A RADIO FORUM PROJECT FOR THE CANADIAN NORTH. A report to the Indian-Eskimo Association of Canada on the feasibility of initiating a radio listening group project in the Canadian North in cooperation with the CBC and other governmental and non-governmental agencies. Sim, R. Alex. Indian-Eskimo Association of Canada, Toronto. Canada Centennial Commission, sponsor. 65 64p.

TERMS: *listening groups, *educational radio, *group discussion, *public affairs education, *adult education programs,

ABSTRACT: In the summer of 1965, a feasibility study was made of a radio listening group program in the Canadian North. Facilities at present are inadequate. People are separated not only by distance, but by type of settlement, ethnic differences, and socioeconomic classes. A 2-year experimental project is proposed, to be named "Nunaliit" (the place where people come to talk, make decisions, and act). The first-year program would concentrate on oral transmission only and would provide a multilanguage project (Eskimo, Loncheux, and English) at Inuvik in Western Arctic, where CBC has radio facilities, and a unilanguage project (Eskimo) from East or Central Arctic. Production teams would travel about the country taping discussions with local leaders on issues important to them. The 4-6 week programs would be given on Monday evenings at 7:30 during the winter of 1966. During the second year, 1967, visual materials, such as films and filmstrips, would be added. About 13 people would be necessary for the program. These would include a few with language facility but lack of experience in broadcasting. It is hoped a partnership can be worked out among the CBC and IEA, responsible for broadcasting and organization of the groups, financial support from government and other agencies, and the participants themselves, who should take increasing responsibility. Appendixes include CBC service in the North and a typical Eskimo newscast. (eb)
(Available from Indian-Eskimo Association of Canada, Toronto, at $1.50).

SECONDARY TERMS: participant involvement, leadership responsibility, community development, leadership responsibility, investigations, language handicaps, Canadian North, CBC, Canada, Indian-Eskimo Association,

AC 000 645 I PATTERNS OF EDUCATIONAL USE OF A TELEVISED PUBLIC AFFAIRS PROGRAM. A STUDY OF "METROPOLIS, CREATOR OR DESTROYER?". Miller, Harry L. University Council on Education for Public Responsibility. New York University. Division of General Education. U.S. Office of Education, sponsor. 66 OEC-5-16-039 198p.

TERMS: *educational television, *films, *program evaluation, *urban renewal, *discussion programs, cooperative programs,

ABSTRACT: In the spring of 1964, 80 educational television stations in the U.S. and Canada ran a series of 8 films on modern urban life titled "Metropolis, Creator or Destroyer?". The films, a book of readings, and a Viewer's Guide, planned and coordinated by a group of cooperating universities acting on a national level, were the focus of a vigorous local educational program. Section I of this study discusses the development of the program, the readings, and the utilization plans. Section II is a synopsis of the educational use of the Metropolis package. Section III is a detailed account of the liveliest program, that of the Portland Center of the Oregon State System of Higher Education. Section IV describes the basic patterns of use (studio panels, additional studio programming, community involvement, selective community involvement), reactions to the materials, and the impact of the program on community action. Section V contains conclusions and recommendations. Appendixes include the University Council's members and committees, Viewer's Guide, the Table of Contents of the Readings, and a list of NET stations which broadcast the films. (aj)

SECONDARY TERMS: program descriptions, urban environment, recruitment, participation, research, Metropolis, NET,

AC 000 749MI THE LISTENING GROUP IN ADULT EDUCATION (Ed.D. thesis). Ohlinger, John F. California Univ. (Los Angeles). 66 311p. University Microfilms #6612849.

TERMS: *group discussion, *listening groups, *adult education programs, *historical reviews, *broadcast media,

ABSTRACT: This thesis examines listening group projects in over 30 countries in the past 45 years. The historical study and the review of research are broken down into the elements of -- purposes and outcomes of projects, clientele, broadcasts and supplemental printed materials, methods of group organization, methods of postbroadcast discussions, group leadership, and feedback. Direct and related research is evaluated in regard to the conclusion that such groups can spread the learning of factual material, promote the development of desired attitudes, increase interest in public affairs, affect motivation toward group and individual action, and contribute to more direct democracy. Other research findings point to the tentative conclusions that 1)projects need a substantial staff of field organizers, and 2) listening groups attract clientele of lower educational and economic attainment than the typical participant in adult education. Special emphasis is placed on early efforts of the British Broadcasting Corporation, America's Town Meeting of the Air, Canada's National Farm Radio Forum, and the many projects of UNESCO in underdeveloped areas. (eb)

SECONDARY TERMS: educational television, radio, public affairs education, participant data, research reviews, doctoral theses, study discussion method, financial support, educational level, mass media, Citizens Forum, UNESCO, British Broadcasting Corp., National Farm Radio Forum, America's Town Meeting of the Air,

AC 000 960 I TELEVISION AND THE SOCIAL EDUCATION OF WOMEN. A first report on the Unesco-Senegal pilot project at Dakar (Reports and papers on mass communication, 50). Fougeyrollas, Pierre. UNESCO, Paris (France). 67 60p.

TERMS: *educational television, *womens education, *health education, *program evaluation, evaluation, surveys, program descriptions,

ABSTRACT: In the 1965-66 UNESCO-Senegal pilot project, a preliminary, and a followup, survey were made to assess the effectiveness of educational television (ETV) in imparting vital health information and constructively changing attitudes and behavior. The project included regular weekly programs in the Wolof language for about 500 women in 10 television clubs throughout greater Dakar, Senegal. The women were questioned on causes and control of malaria, dysentery, typhoid, and tuberculosis, on dietary practices, and on interests and problems. Major findings and conclusions were that -- (1) such courses encourage expression of opinion and generate practical action, (2) content is more readily accepted and learned when conflict with tradition is absent, presentation is adequate, and motivation is strong, (3) young women are generally more open-minded and better able to give correct answers than are older women, (4) educational interests lean toward child care, housekeeping, and women's problems, (5) effective mass media education requires discussion groups; and (6) ETV heightens awareness of social problems and can be a potent factor in national development. Document includes questionnaires and 63 tables on personal and socioeconomic data, opinion and attitude changes, views as to future useful program themes, and patterns of diffusion. (author/ly)

SECONDARY TERMS: age differences, participant characteristics, educational background, socioeconomic influences, group discussion, diffusion, social change, statistical data, UNESCO, Senegal,

AC 000 392 C RADIO AND ADULT EDUCATION IN TANZANIA, SOME CONSIDERATIONS (Adult education studies, 1). Widstrand, C. G. Univ. Coll., Dar es Salaam (Tanzania), Institute of Adult Education. Apr 66 13p.

TERMS: *adoption (ideas), *developing nations, *information dissemination, *mass instruction, *radio, Tanzania,

ABSTRACT: This is a discussion of the problems of communication by mass media and the possibilities of adult education by radio in Tanzania. It includes a list of programs. (aj)

AC 000 156MC THE APPLICATION OF RADIO IN COMMUNITY EDUCATION IN ETHOPIA. (PhD Thesis) (Doc. Dis. Ser. 64-1268). Inquai, Solomon. Ohio State Univ., Columbus. Dept. of Education. 63 6p.

TERMS: *educational radio, *adult education, *developing nations, *community education, doctoral theses, *investigations, Ethiopia.

AC 001 094 C CORRESPONDENCE TEACHING AND TELEVISION (A report from the National Extension College, Apr 1966). Perraton, H.D. National Extension College, Cambridge (England). Apr 66 21p.

TERMS: *correspondence study, *educational television, *independent study, *mathematics instruction, *universities, National Extension College, England, televised instruction.

ABSTRACT: A report of a small pilot experiment in the teaching of statistics by television and correspondence, together with a note on some implications for a "university of the air". (author)

AC 000 028E SOURCE CREDIBILITY AS AN EVALUATION TOOL FOR EXTENSION ECONOMISTS.
ED 011 092 Lutz, Arlen E. * Stonecipher, Charles L. Nebraska. Univ., Lincoln. Agricultural Extension Service. JUL 66 EDRS PRICE MF-$0.09 HC-$0.36 9p. table.

TERMS: *evaluation, *information dissemination, *educational television, *participant satisfaction, *rural extension, evaluation

ABSTRACT: This study sought to appraise the effectiveness of presenting livestock feeding information by television. Audiences of Outlook telecasts in the Omaha and Sioux City areas rated extension economists on an 18-item source credibility checklist with a 7-point scale. Rating sheets were returned by 26 persons at Omaha and 40 at Sioux City, and 11 extension administrators and agricultural editors also responded. Ratings were made on safety, dynamism, qualification, and utility-- i.e., audience confidence, speaker's personality and effectiveness of presentation, authority of the speaker, and applicability of the program to the situation. Kropp-Verner attitude scales were administered to 66 livestock feeders who had made source credibility ratings, and to 205 other livestock feeders. Source credibility scores ranged from 5.24 to 6.19. The relatively high ratings, especially on safety and qualification, indicate that the economists were seen as credible information sources. Among responses to the 18-item Kropp-Verner scale, 27 indicated high satisfaction, 20 indicated moderate satisfaction, and 9 indicated slight satisfaction. Results of the shorter Kropp-Verner scale were comparable. Home television audiences proved basically homogeneous in income, educational level, size of feeding operation, and related characteristics. No significant differences in presentation were noted. Document includes 4 references. (ly)

SECONDARY TERMS: techniques, research, extension agents, questionnaires, extension economists, rating scales, Kropp-Verner Attitude Scale, Source Credibility Rating Scale,

---

AC 900 242 C TEACHING LANGUAGES BY RADIO (IN ON TEACHING FOREIGN LANGUAGES TO ADULTS, ed. by John and Margaret Lowe. London, Pergamon, 1965/53-68). Rowntree, Jean

TERMS: *language instruction, *teaching methods, *mass media, *mass instruction, *radio,

ABSTRACT: The post-war(1954) language teaching programs by the BBC begam with broadcast as part of the Home Service (general listening) program. In 1959 all language programs were transferred to a third network and the first beginners series was broadcast, a revolution in language teaching by radio. The audience was composed of second language beginners, and people who had missed a grammar school education. The seriouness of the audiences' intent varied with time of program, missed lessons and inability to catch up, other demands on time, amounts of homework, and listening purpose. The method of teaching language by radio involved the efficient use of the human voice and silence. Building aural memory through correct pacing of material was the goal. Other factors to consider when teaching by radio are the lack of "live" teacher, Optional textbook, and length of course. There is a brief discussion of future audio-visual language teaching and loan of tapes to educational organizations. (psg)

AC 000 285 C MODERN LANGUAGE TEACHING BY TELEVISION, A SURVEY BASED ON THE PRINCIPAL EXPERIMENTS CARRIED OUT IN WESTERN EUROPE (Education in Europe, Section 4, General, no. 4). Hickel, Raymond * Carter, W. Horsfall, tr. Council of Europe, Strasbourg. Council for Cultural Cooperation. 65 187p.

TERMS: *educational television, *language instruction, *televised instruction, Council of Europe, Europe,

ABSTRACT: A review of the present situation in modern language teaching in the more general context of pedagogies and adult education, and of the use of television as a medium of instruction in the 19 countries of the Council of Cultural Cooperation. (pg)

AC 000 967AI (SEE AC 000 651 C) INFORMATION SEEKING AND COROLLARY BEHAVIORS BY SOURCE OF INFORMATION (IN Parker, Edwin B. PATTERNS OF ADULT INFORMATION SEEKING, 1966, Chapter 3, pp.25-95). Parker, Edwin B. 66 71p.

TERMS: *participation, *participant data, *adult education programs, *motivation, *information sources, age differences, sex differences,

ABSTRACT: This chapter from a larger study conducted in San Mateo and Fresno, California, during 1964-66, analyzes survey data on uses of sources of information, i.e., mass media (including ETV), interpersonal sources, and various forms of adult education (evening classes, lectures, discussion groups, correspondence courses, private lessons, independent study). Numerous correlations were attempted with socioeconomic and demographic data -- primarily age, sex, income, occupation, education, and geographic location -- and data on the motives and subject areas involved (practical information, vocational education, cultural enrichment, etc.). Findings show the following, (1) participation in adult education tends to combine with print media use among the better educated and with broadcast media use among the less educated -- (2) overall joint use of liberal adult education and all media is strongest among the well educated -- (3) age and education were the strongest indicators of joint use, with sex playing a smaller, more specific role, e.g., vocational education favored by men, arts and crafts by women -- (4) younger adults and better educated older adults are high in joint use, while older, less educated people are low even in recourse to media, and other persons -- (5) younger, more educated adults are apparently most receptive to such technical innovations as computers and communication satellites, and least dependent on radio and TV. Document includes 39 tables. (ly)

SECONDARY TERMS: income level, program content, news media, television, tables (data), research, program attitudes, educational interest, broadcast media, Fresno, San Mateo, California,

AC 001 105 C A VIEWING PANEL EVALUATES "TABLE TALK", A SERIES OF HOME ECONOMICS TELEVISION PROGRAMS. REPORT 10. Hull, Karen B. Cornell Univ., Ithaca. Office of Extension Studies. Oct 66 18p.
TERMS: *home economics education, *program evaluation, *telecourses,

AC 000 969 AI (SEE AC 000 651 C) ACHIEVEMENT MOTIVATION AND INFORMATION SEEKING (IN Parker, Edwin B. PATTERNS OF ADULT INFORMATION SEEKING, 1966, Chapter 5, pp.118-143). Parker, Edwin B. 66 26p.
TERMS: *motivation, *achievement, *participation, *adult education, *mass media, information sources, age differences, television,

ABSTRACT: This exploratory study examines the behavior of high need achievers in areas of mass media use and adult education participation. Achievement motivated men seem to be high users of print media (especially for information), read magazines associated with delayed gratification, exceed low need achievers in citing social contact and/or relaxation as reasons for watching television, and use adult education courses as means of vocational training more than do low achievers. Low achievers tend to read magazines and view programs associated with immediate gratification but are also the only group turning to television for vocational education. The above relationships remained significant even when effects of age, education, and occupation were held constant. When the achievement motivation section of the Thematic Apperception Test (TAT) was applied, high need achievers tended to outscore low need achievers in perception of change during the past or future 5 years, perception of future impact of present activities, importance of hard work (slightly higher), importance of mastery (much higher), and perception of personal responsibility for success or failure. However, an apparent correlation between increasing age and lower scores is viewed as inconclusive because of the college and young adult oriented design of the TAT. Document includes figure and 13 tables. (ly)
SECONDARY TERMS: sex differences, high achievers, low achievers, magazines, program content, program attitudes, tables (data), research, TAT, San Mateo, Fresno, California,

AC 000 971AI (SEE AC 000 651 C) SAN MATEO AND FRESNO QUESTIONNAIRES, QUESTION TESTS AND RESPONSE PERCENTAGES (IN Parker, Edwin B. PATTERNS OF ADULT INFORMATION SEEKING, 1966, Appendix 2, pp.184-219) Parker, Edwin B. 66
36p.

TERMS: *questionnaires, *research methodology, *measurement instruments, *adult education, *information sources, participant data, research,

ABSTRACT: This appendix to a study of adult information seeking conducted in San Mateo and Fresno, California, during 1964-66, gives a 164-item composite questionnaire (including percentages of findings) on the following topics -- (1) general educational, socioeconomic, and demographic characteristics of respondents, including related attitudes, (2) uses of media (newspapers, magazines, radio, television, reference and other books, library attendance), formal and informal adult education (evening classes, lectures, on the job training, group discussions, correspondence courses, TV lessons, private lessons, independent study), and interpersonal contacts involving mainly experts and friends, to obtain information, (3) specific application to information seeking in local public affairs, national and international affairs, occupational and homemaking concerns, and leisure activities, and (4) influences of achievement motivation and of affiliation motivation (desire to act and interact with others) on patterns of information seeking. (ly)

AC 000 651 C PATTERNS OF ADULT INFORMATION SEEKING. Final report. Parker, Edwin B. * Paisley, William J. Stanford Univ., Calif. Institute for Communication Research. U.S. Office of Education. Proj.-2583 66 OEC 4-10-193
272p.

TERMS: *information dissemination, *information sources, *adult characteristics, *research, *adult education,

ABSTRACT: This document, reporting a study of adult information seeking patterns, conducted in San Mateo and Fresno, California during 1964-66, has been largely analyzed in parts. Two chapters which include the procedures of the study and the summary, discussion, and implications are not analyzed. Also not analyzed are 5 appendixes, which include brief demographies of San Mateo and Fresno, the intrahousehold sampling table, a method of analyzing coding reliability, binary coding, and the bibliography. For parts analyzed, see AC 000 969AI, Chapter 1, AC 000 970AI, Chapter 3, AC 000 971AI, Chapter 4, AC 000 972AI, Chapter 5, AC 000 973AI, Chapter 6, AC 000 974AI, Appendix 2, AC 000 975AI, Appendix 5.

SECONDARY TERMS: surveys,

THE LIBRARY OF
DEC 13 1967
CONTINUING EDUCATION